

PRIMARY LOGOS

The green and yellow logos are the primary logos, wordmark and icons. Always use these versions when possible.

MONOCHROME LOGOS

When primary two color logos can't be used, please use their monochrome versions.

ABOUT THE BRAND

BRAND NAME

Little Lemon

MODELED AFTER

VERTICAL

Restaurant

PRESENCE

Physical locations

ABOUT

Little Lemon is a charming neighborhood bistro that serves simple food and classic cocktails in a lively but casual environment. The restaurant features a locally-sourced menu with daily specials.

TYPEFACES

Markazi Text
Medium

Headlines
Sentence case
Leading: same point size as headline

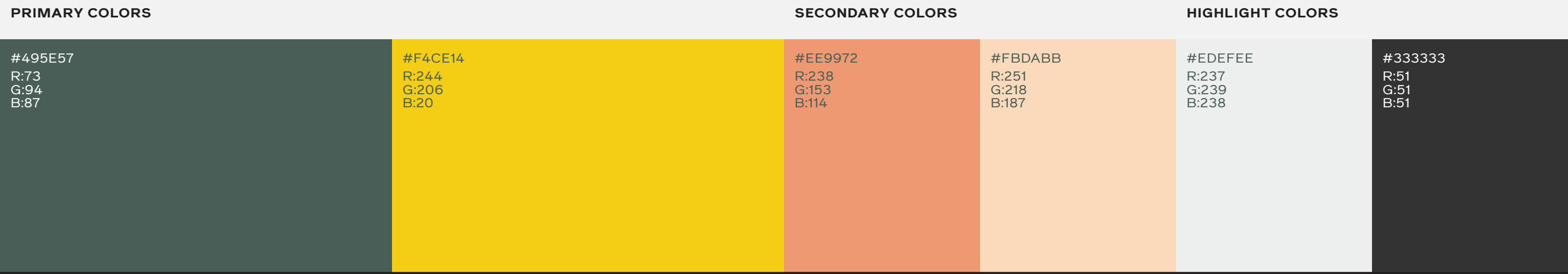
AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
0123456789

KARLA REGULAR

Parragraph
Sentence Case
Size: 65% of headline

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz
0123456789

COLOR PALETTE



PHOTOGRAPHY



Assets

Stock photography should feature causal, simple restaurant images.

Product shots

Food photography should be warm and inviting.

Do's

Do use photos that feature the environment or dishes shot in natural light.

Don'ts

Don't use studio shots or food photography that seems too stylized.